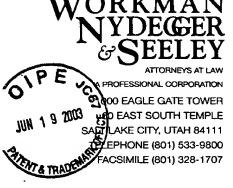
6-20-3



RICK D. NYDEGGER DAVID O. SEELEY BRENT P. LORIMER THOMAS R. VUKSINICK LARRY R. LAYCOCK JONATHAN W. RICHARDS DAVID R. WRIGHT JOHN C. STRINGHAM JOHN M. GUYNN CHARLES L. ROBERTS GREGORY M. TAYLOR DANA L. TANGREN ERIC L. MASCHOFF CHARLES J. VEVERKA BOBYN L. PHILLIPS RICHARD C. GILMORET DAVID B. DELLENBACH R. BURNS ISRAELSEN DAVID R. TODD L. DAVID GRIFFIN ADRIAN J. LEE FRASER D. ROY

CARL T. REED R. PARRISH FREEMAN, JR. PETER F. MALEN, JR. L. REX SEARS, PH.D. ERIC M. KAMERATH ROBERT E. AYCOCK JENS C. JENKINS KEVIN W. STINGER WILLIAM J. ATHAY MICHAEL B. DODD WILLIAM R. RICHTER RYAN D. BENSON SARA D. JONES TIGE KELLER MATTHEW D. TODD J. LAVAR OLDHAM JOSEPH L. KRUPA BRETT A. HANSEN BRETT I. JOHNSON MATTHEW A. BARLOW

† ADMITTED ONLY IN CALIFORNIA

PATENTS
TRADEMARKS
COPYRIGHTS
TRADE SECRETS
UNFAIR COMPETITION
LICENSING

MAILING ADDRESS: P.O. BOX 45862 SALT LAKE CITY, UT 84145

COMPLEX LITIGATION

INTERNET

HOME PAGE: http://www.wnspatent.com GENERAL E-MAIL: info@wnspatent.com

PATENT APPLICATION Docket No. 14531.46

Express Mail Label No. EV329631443US

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:)	
	Phillip Y. Goldman, et al.))	
Serial No:	09/264,432) Art Unit	
Filed:	March 8, 1999) 2614)	
Confirmation No.:	3073) RECEIVED	
For:	SYSTEM AND METHOD OF INSERTING ADVERTISEMENTS INTO AN INFORMATION RETRIEVAL SYSTEM DISPLAY) JUN 2 3 2003) Technology Center 2600)	
Examiner:	Scott E. Beliveau))	

TRANSMITTAL FOR REQUEST FOR CONTINUED EXAMINATION

Mail Stop: RCE Commissioner for Patents P.O. Box 1450 Alexandria, VA 22313-1450

Sir:

06/23/2003 BABRAHA1 00000087 09264432

01 FC:1801

750.00 OP

This is a Request for Continued Examination (RCE) under 37 CFR § 1.114 for the above-identified application. Enclosed herewith for filing in the above-identified application is Amendment "C" After Final Rejection.

The fee has been calculated as follows.

	Small Enti			Other Than A ty Small Entity				
	Claims Remaining After	Highest No. Previously Paid For	Present Extra	Rate	Additional Fee	or	Rate	Additional Fee
Total	25	Minus 32	= 0	x 9 =	\$		x 18 =	\$0
Indep.	5	Minus 5	= 0	x 42 =	\$	or	x 84 =	\$0
Filing Fee for Request for Continued Examination			+ 375 =	\$	or	+750 =	\$750.00	
Total Additional Fee				\$	or	Total	\$750.00	

C. <u>Payments</u>

- X Form PTO-2038 submitting payment in the amount of \$750.00 is enclosed to cover the RCE filing fee pursuant to 37 CFR § 1.17(e).
- <u>X</u> The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 23-3178.
 - X Any additional filing fees required under 37 CFR § 1.16.
 - X Any patent application processing fees under 37 CFR § 1.17.
- X The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 23-3178.
 - \underline{X} Any filing fees under 37 CFR § 1.16 for presentation of extra claims.
 - X Any patent application processing fees under 37 CFR § 1.17.
 - \underline{X} A duplicate copy of this letter is enclosed.

Please address all future correspondence in connection with the above-identified patent application to the attention of the undersigned.

Dated this 19th day of June 2003.

Respectfully submitted,

JENS C. JENKINS Attorney for Applicants Registration No. 44,803

RICK D. NYDEGGER Attorney for Applicants Registration No. 28,651



PATENT TRADEMARK OFFICE

RDN:JCJ:cm W:\14531\46\CM0000002912V001.doc

• • •						
CERTIFICATE OF	Docket No.					
Applicant(s): Phillip Y.	14531.46					
Serial No.	Filing Date	Examiner	Group Art Unit			
09/264,432 March 8, 199		Scott E. Beliveau	2614			
Invention: SYSTEM AN	ND METHOD OF INSERTE	NG ADVERTISEMENTS INTO AN I	 NFORMATION			
RETRIEVAL SYSTEM D	ISPLAY					
PF						
JUH 1 9 2002 EST						
I hereby certify that this	S Request for Continued E	xamination and other documents as lis (Identify type of correspondence)	ted below			
is being deposited with	n the United States Postal S	Service "Express Mail Post Office to	Addressee" service under			
37 CFR 1.10 in an env	velope addressed to: Directo	or of the United States Patent and Tra	demark Office, P.O. Box			
1450, Alexandria, VA	22313-1450 on	June 17. 2003	RECEIVED			
		(Date)	JUN 2 3 2003			
			Technology Center 2600			
i (XBI)) Brita dirib dibib deleb di	PDD fill (T 2) —	Cheryl Mattson				
022913 PATENT TRADEMARK OFFICE		(Typed or Printed Name of Person Mailing Correspondence) (Signature of Jerson Mailing Correspondence)				
		EV329631443US				
	_	("Express Mail" Mailing La				
Transmitt	ed: Request for Continu Amendment "C" (10	ed Examination (3 pgs.) pgs.) he Amount of \$750.00				
	•					